

Rep Order# 9849463 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 1397288 Printed: 10/23/2012 12:22 PM 1 of 2
 EC'd Yes Last Received: 10/22/2012 7:57 AM
 Showing Buylines: All Lines

Station	WPGH-TV PITTSBURGH, PA	Agency	() TARGET ENTERPRISES	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		15260 VENTURA BLVD., SUITE 1240	Sales Office	() LOS ANGELES
Product	CLUB FOR GROWTH ACT		SHERMAN OAKS, CA 91403	Salesperson	() JENNA AVISHAY
Estimate#	431	Agency C/P1/P2/E	//431		
Buyer	RANDE LEVINE	Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	323-966-5205
Phone#		Hiatus Weeks		Salesperson FAX#	917-206-9005
Fax#					

--- CONTRACT COMMENT ---

30 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/30-11/02	1P-2P	DIVORCE COURT	:30	\$100.00	TU-F	3	1	3	\$300.00
Rating: 0.8										
2	11/05-11/05	1P-2P	DIVORCE COURT	:30	\$100.00	M	1	1	1	\$100.00
Rating: 0.8										
3	10/30-11/02	2P-3P	JUDGE JOE BROWN	:30	\$125.00	TU-F	3	1	3	\$375.00
Rating: 1.1										
4	11/05-11/05	2P-3P	JUDGE JOE BROWN	:30	\$125.00	M	1	1	1	\$125.00
Rating: 1.1										
5	10/30-11/04	8P-11P	WORLD SERIES	:30	\$3,000.00	TU-SU	1	1	1	\$3,000.00
Rating: 7.0										
6	11/04-11/04	7P-8P	AM DAD/ CLEVELAND	:30	\$600.00	SU	1	1	1	\$600.00
Rating: 6.3										
7	10/30-11/02	11P-1130P	SEINFELD	:30	\$250.00	TU-F	3	1	3	\$750.00
Rating: 2.1										
8	11/05-11/05	11P-1130P	SEINFELD	:30	\$250.00	M	1	1	1	\$250.00
Rating: 2.1										

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product CLUB FOR GROWTH ACT

Estimate# 431

Buyer RANDE LEVINE

Phone#

Fax#

Agency () TARGET ENTERPRISES

15260 VENTURA BLVD., SUITE 1240

SHERMAN OAKS, CA 91403

Agency C/P1/P2/E //431

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () LOS ANGELES

Salesperson () JENNA AVISHAY

Salesperson Phone# 323-966-5205

Salesperson FAX# 917-206-9005

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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9	11/03-11/03	230P-7P	NCAA FOOTBALL	:30	\$600.00	SA	1	1	1	\$600.00
Rating: 2.5										
10	11/03-11/03	7P-1030P	NCAA FOOTBALL	:30	\$1,000.00	SA	1	1	1	\$1,000.00
Rating: 5.0										
11	11/04-11/04	12P-1P	NFL TODAY	:30	\$750.00	SU	1	1	1	\$750.00
Rating: 2.7										

---REPORT TOTALS---

Report Totals: 17 / \$7,850.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$7,850.00

Sales Totals: 17 / \$7,850.00

Station Totals: 17 / \$7,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$31,400	CABL	0%	KDKA	0%	UNKN	75%	WPCW	0%	WPGH	25%
		WPMY	0%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

WPGH #3 ACCURATE

Books null

Demos RA55+